

IN THE CLAIMS

1. (previously presented) A receiver, comprising:

a receiving unit for receiving a broadcast in which additional information is multiplexed with main program information including one of audio information and video information;

a memory;

a control unit for storing and managing the additional information received by the receiving unit in the memory as bookmarked data during the current reception of the broadcast, the bookmarked data being organized as individual data sets that each include at least a program name, song title and artist name associated with the broadcast and additional information; and

operation means for specifying search data from among the additional information stored in the memory, and

wherein the control unit sequentially searches the additional information of additional programs being broadcast using the search data and causes the receiving unit to select a one of the additional programs being broadcast when the additional information associated with the additional program includes the search data.

2. (canceled)

3. (previously presented) The receiver according to Claim 1, further comprising:

a display for displaying the additional information; and operation means for capturing the additional information into the memory,

wherein the control unit displays the additional information received by the receiving unit on the display and causes the additional information to be stored in the memory

when the operation means is operated during a time the additional information is being displayed on the display.

4. (previously presented) The receiver according to Claim 1, wherein the additional information includes text information that is separable on an item-by-item basis.

5. (previously presented) The receiver according to Claim 4, wherein the control unit sorts the organized additional information stored in the memory using a specified item of the text information as a key for sorting.

6. (previously presented) The receiver according to Claim 4, further comprising a display for displaying additional information, wherein the control unit sorts the organized additional information using a specified item of the text information as a key for sorting before displaying the additional information on the display.

7. (previously presented) The receiver according to Claim 6, wherein said control unit displays one set of the additional information stored in the memory on the display item by item and sorts the organized additional information stored in the memory using an item of the additional information selected by a user as the key before displaying the additional information on the display.

8. (previously presented) The receiver according to Claim 1, wherein the control unit sequentially searches additional information of programs currently being broadcast using text information selected by a user from the additional information

stored in the memory as search data and detects a program that includes the search data in additional information of the detected program.

9. (previously presented) The receiver according to Claim 8, wherein the control unit tunes in to the program that includes the search data that is detected first.

10. (previously presented) The receiver according to Claim 8, wherein when the program that includes the search data in the additional information is detected the control unit notifies the user of the detection and tunes in to the detected program in accordance with a selecting operation by the user.

11. (previously presented) The receiver according to Claim 8, further comprising a display for displaying the detected program, wherein the control unit displays the detected program simultaneously on the display and when the user selects the displayed program the control unit tunes to the selected program.

12. (previously presented) The receiver according to Claim 1, further comprising a display for displaying the additional information, wherein the additional information includes text information that is separable on an item-by-item basis, and the control unit: displays one set of the additional information stored in the memory on the display item by item; sequentially searches the additional information of programs currently being broadcast using text information of one of the displayed items selected by a user as search data; and detects a program that includes the search data in the additional information of the detected program.

13. (previously presented) The receiver according to Claim 12, wherein the control unit tunes in to the program that includes the search data that is detected first.

14. (previously presented) The receiver according to Claim 12, wherein if a program that includes the search data in the additional information is detected the control unit displays the additional information on the display and tunes in to the detected program in accordance with a selecting operation by the user.

15. (previously presented) The receiver according to Claim 12, wherein the control unit displays the detected programs simultaneously on the display and when one of the displayed programs is selected by the user the control unit tunes in to the selected program.

16. (previously presented) The receiver according to Claim 1, wherein the control unit sequentially searches the additional information of programs to be broadcast using text information selected by a user from the additional information stored in the memory as search data and detects a program that includes the search data in the additional information of the detected program.

17. (previously presented) The receiver according to Claim 16, wherein the control unit tunes in to the program that includes the search data that is detected first.

18. (previously presented) The receiver according to Claim 16, wherein when the program that includes the search data in

the additional information is detected the control unit notifies the user of the detection and tunes in to the program in accordance with a selecting operation by the user.

19. (previously presented) The receiver according to Claim 1, further comprising a display for displaying the additional information, wherein: the additional information includes text information that is separable on an item-by-item basis; and the control unit displays one set of the additional information stored in the memory on said display item by item, sequentially searches the additional information of programs to be broadcast using text information of an item selected by a user from displayed items as search data, and detects a program that includes the search data in the additional information of the detected program.

20. (previously presented) The receiver according to Claim 19, wherein the control unit tunes in to the program that includes the search data that is detected first.

21. (previously presented) The receiver according to Claim 19, wherein when the program that includes the search data in the additional information is detected the control unit displays the additional information on the display and tunes in to the program in accordance with a selecting operation by the user.

22. (currently amended) A method of program searching, comprising the steps of:

instructing data for a search to a control unit of a receiver for receiving a broadcast in which additional information is multiplexed with main information including one of audio information and video information;

determining in the control unit whether the search data is included in one of the additional information of programs currently being broadcast and programs to be broadcast; and

storing the additional information on an item-by-item basis as bookmarked data during a current reception of the broadcast, the bookmarked data being organized as individual data sets that each include at least a program name, song title and artist name associated with the broadcast and additional information; and

tuning to and notifying of detection of a program being broadcast, so that a user may perceive it during its broadcast, when the search data is included in the additional information of the program.

23. (previously presented) The method according to Claim 22, wherein the additional information includes text information that is separable on an item-by-item basis and text information of an item selected by a user from the additional information displayed item by item is instructed to the control unit as the search data.